

# CONTRACT



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**(314)421-5055**

[www.ksdk.com](http://www.ksdk.com)

And:

**Patrick Media**  
**216 W Washington**  
**PO Box 317**  
**Marshfield, MO 65706**

<u>Contract / Revision</u> 723585 /		<u>Alt Order #</u>
<u>Product</u> 10/26-11/6		
<u>Contract Dates</u> 10/26/12 - 11/06/12	<u>Estimate #</u> 21949	
<u>Advertiser</u> Kinder for Lt. Governor		<u>Original Date / Revision</u> 10/19/12 / 10/19/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSDK	<u>Account Executive</u> Local House	<u>Sales Office</u> St. Louis Local C
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KSDK	10/26/12	10/26/12	5-6a	5-6A		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$300.00	0.00			
N 2	KSDK	10/29/12	10/31/12	5-6a	5-6A		:30				NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	111----				3	\$300.00	0.00			
N 3	KSDK	10/30/12	10/31/12	6-7a	6-7A		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-11----				2	\$900.00	0.00			
N 4	KSDK	11/02/12	11/02/12	6-7a	6-7A		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$900.00	0.00			
N 5	KSDK	10/26/12	10/26/12	NBC Today 7-9A	7-9A		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$825.00	0.00			
N 6	KSDK	10/30/12	10/31/12	NBC Today 7-9A	7-9A		:30				NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-11----				2	\$825.00	0.00			
N 7	KSDK	11/02/12	11/02/12	NBC Today 7-9A	7-9A		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$825.00	0.00			
N 8	KSDK	10/26/12	10/26/12	Noon News	12-1230p		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$525.00	0.00			
N 9	KSDK	10/29/12	11/01/12	Noon News	12-1230p		:30				NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	1111---				4	\$525.00	0.00			
N 10	KSDK	10/29/12	11/02/12	Ellen	3-4p		:30				NM	3	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	1--11--				3	\$560.00	0.00			
N 11	KSDK	10/26/12	10/26/12	Jeopardy	430-5p		:30				NM	1	\$825.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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TERMS: Due 15th day of the Month following Broadcast.



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<u>Contract / Revision</u> 723585 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/26/12 - 11/06/12	<u>Product</u> 10/26-11/6	<u>Estimate #</u> 21949
<u>Advertiser</u> Kinder for Lt. Governor		<u>Original Date / Revision</u> 10/19/12 / 10/19/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$825.00	0.00			
N 12	KSDK	10/29/12	11/01/12	Jeopardy	430-5p		:30				NM	3	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	11-1---				3	\$825.00	0.00			
N 13	KSDK	10/26/12	10/26/12	News 5 at Four	4-430P		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$750.00	0.00			
N 14	KSDK	10/29/12	11/02/12	News 5 at Four	4-430P		:30				NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	11--1--				3	\$750.00	0.00			
N 15	KSDK	10/26/12	10/26/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$1,875.00	0.00			
N 16	KSDK	10/30/12	11/02/12	News Channel 5 at 5P	5-530P		:30				NM	4	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-1111--				4	\$1,875.00	0.00			
N 17	KSDK	10/26/12	10/26/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$2,025.00	0.00			
N 18	KSDK	10/29/12	11/02/12	News Channel 5 at 5P	5-530P		:30				NM	4	\$8,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	1-111--				4	\$2,025.00	0.00			
N 19	KSDK	10/26/12	10/26/12	630-7P Wheel of Fortune	630-7P		:30				NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$1,950.00	0.00			
N 20	KSDK	10/30/12	11/02/12	630-7P Wheel of Fortune	630-7P		:30				NM	3	\$5,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-11--				3	\$1,950.00	0.00			
N 21	KSDK	10/26/12	10/26/12	LN (M-F)	10-1035p		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$2,250.00	0.00			
N 22	KSDK	10/30/12	10/31/12	LN (M-F)	10-1035p		:30				NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-11----				2	\$2,250.00	0.00			
N 23	KSDK	10/29/12	10/29/12	Revolution	9-10P		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$3,000.00	0.00			
N 24	KSDK	10/30/12	10/30/12	Parenthood	9-10P		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$2,250.00	0.00			
N 25	KSDK	10/31/12	10/31/12	Law & Order: SVU	8-9P		:30				NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$2,200.00	0.00			
N 26	KSDK	10/31/12	10/31/12	Chicago Fire	9-10P		:30				NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$2,400.00	0.00			
N 27	KSDK	10/28/12	10/28/12	Football In America	6-715p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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<u>Contract Dates</u> 10/26/12 - 11/06/12	<u>Product</u> 10/26-11/6	<u>Estimate #</u> 21949
<u>Advertiser</u> Kinder for Lt. Governor		<u>Original Date / Revision</u> 10/19/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,500.00	0.00			
N 28	KSDK	10/26/12	10/26/12	News at 10am	10-11A		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$250.00	0.00			
N 29	KSDK	10/29/12	10/31/12	News at 10am	10-11A		:30				NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	111----				3	\$250.00	0.00			
N 30	KSDK	11/05/12	11/06/12	6-7a	6-7A		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	11-----				2	\$900.00	0.00			
N 31	KSDK	11/05/12	11/05/12	NBC Today 7-9A	7-9A		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$825.00	0.00			
N 32	KSDK	11/05/12	11/05/12	Noon News	12-1230p		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$525.00	0.00			
N 33	KSDK	11/05/12	11/05/12	Ellen	3-4p		:30				NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$560.00	0.00			
N 34	KSDK	11/05/12	11/05/12	News 5 at Four	4-430P		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$750.00	0.00			
N 35	KSDK	11/05/12	11/05/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,875.00	0.00			
N 36	KSDK	11/05/12	11/05/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$2,025.00	0.00			
N 37	KSDK	11/05/12	11/05/12	630-7P Wheel of Fortune	630-7P		:30				NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,950.00	0.00			
N 38	KSDK	11/05/12	11/05/12	LN (M-F)	10-1035p		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$2,250.00	0.00			
N 39	KSDK	11/05/12	11/05/12	Revolution	9-10P		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$3,000.00	0.00			
N 40	KSDK	11/04/12	11/04/12	Football In America	6-715p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,500.00	0.00			
N 41	KSDK	11/05/12	11/06/12	5-6a	5-6A		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	11-----				2	\$450.00	0.00			
N 42	KSDK	11/04/12	11/04/12	News Channel 5 at 5P Sun	5-530P		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$675.00	0.00			
<b>Totals</b>										0.00		68	\$82,840.00

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723585 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/26/12 - 11/06/12	10/26-11/6	21949

<u>Advertiser</u>	<u>Original Date / Revision</u>
Kinder for Lt. Governor	10/19/12 / 10/19/12

<u>Time Period</u>	<u># of Spots</u>	<u>Gross Amount</u>	<u>Net Amount</u>
10/01/12 - 10/28/12	11	\$13,075.00	\$11,113.75
10/29/12 - 11/06/12	57	\$69,765.00	\$59,300.25
<b>Totals</b>	<b>68</b>	<b>\$82,840.00</b>	<b>\$70,414.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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